

APPROVED MINUTES OF THE MARCH 7, 2005 MEETING OF THE FAIRFAX COUNTY SMALL BUSINESS COMMISSION

Location: Fairfax County Government Center, 12000 Government Center Parkway, Room 9,
Fairfax, Virginia

Attending: **SBC Members**
Joyce Bissonette, Chairman, Mason District
Samuel Phipps, Lee District
Thomas Jacobi, Dranesville District
Katy Fike, Mt. Vernon District
Marvin Powell, Sully District
Marjorie Castro, Providence District
Thomas Kim, At-Large
Harold Pyon, Braddock District
Robert Secundy, At-Large
Niquelle Cotton, Hunter Mill District

Staff (Department of Purchasing & Supply Management)

Muse, Cathy A., Director, Department of Purchasing & Supply Management
Marvis Marshall, Director, Office of Small Business,
Martha Cooper, Minute Taker

Absent: Mark Roeber, Springfield District
Omar Kader, At-Large

Guests: Carl Bouchard, Director, Stormwater Management, Department of Public Works
and Environmental Services

Joyce Bissonette called the meeting to order at 7:00pm. A welcome was given to the guest speaker, Carl Bouchard, which gave an overview of the Stormwater Advisory Committee (SAC). A brief discussion regarding the County priorities along with the SAC's program priorities along with recommendations to be presented to the Board of Supervisors on March 28, 2005 were highlighted.

Review and Approval of the January 31, 2005 Minutes

Joyce Bissonette ask everyone to review the minutes of January 31st. A motion was made by Marvin Powell to accept the minutes as written with a second from Thomas Kim. The motion passed.

Staff Reports:

Cathy Muse stated that the Virginia Legislature has concluded in Richmond, and Bill #21-51 passed the House and Senate and was on the Governor's desk. This Bill describes the matter of Reciprocal Preferences for Virginia.

A reminder was given by Cathy Muse that the VAGP Vendor Exposition is only six weeks away and one \$25,000 (Office Depot) sponsor has been obtained along with one \$5,000 (U. S. Communities) sponsor.

Cathy also reported that Tony Griffin has completed the proposed budget for FY 2006 and that the power point presentation can be obtained through the County Website by clicking on the DMB link.

A discussion took place regarding the Women in Business Conference, held in Florida. Cathy stated that it was an inspiring, educational session and that the businesses represented had focused approaches. Marvin and Niquelle ask what were the agenda topics as well as the ideas that came from the conference. Cathy stated that the overall theme was networking and some of the topics covered were Branding Business, Access to Capital, Managing a Company, and Motivational Ideas.

Elections:

Marvis Marshall reported that everyone present has completed the Annual Financial Statements. Joyce Bissonette opened the floor for the nominations for elections to be held. A nomination was made by Robert Secundy and seconded by Niquelle Cotton that Samuel Phipps be elected as Chairman. Marvin Powell nominated Marjorie Castro; Marjorie declined. The vote for the new Chair, Samuel Phipps passed.

A nomination was made by Robert Secundy and seconded by Marjorie Castro that Harold Pyon be elected as the Vice Chair. The nomination carried.

Thomas Kim stated that the members thank Joyce for the last year of her commitment to the SBC.

Committee Reports:

Legislative Committee - No Report

Education – Marjorie reported that the Annual Report for the Education & Outreach Committee was completed and will be submitted to the Chair. A brief discussion was held that Joyce Bissonette is doing a draft for all of the Committee's annual reports. Thomas Kim reported on the EOC (see attachment).

A brief discussion ensued as to how many members, per by-laws, are to be on the appointed committee's. Joyce stated that standing members have responsibility; however, others may be invited to help implement processes. Harold requested that each member for each committee be defined; Katy Fike made a motion not be burden the new Chair, since this was his first meeting. Everyone agreed.

Marjorie inquired as to what the SBC's Mission was; Joyce stated that the Mission, which is located on the SBC website, is what was voted on. If a request is to be made for a change, this could also be done.

From the 10/25/04 SBC meeting, information is to be acquired from the Chambers of Commerce in order to have further training and other educational resources. Samuel requested members to contact the various Chambers and report back within a week to Marjorie regarding which topic was the most important for the EOC. Thomas Kim is to advise at the next meeting which topic will be presented for discussion.

Community Business Partnership – Joyce Bissonette reported that the Business Incubation Center is full with four clients. The Loan program continues strong with 52 loans made in 2004, totaling over \$395,000. Interviews are currently underway for the position of Director of the Finance Education Center.

Community Vendor Partnership, which is a Board seat. The meetings are held on the first Wednesday's of each month. Joyce would be glad to go to the next meeting and introduce the new representative. Sam ask if there might be a volunteer. This will be discussed at the next SBC meeting.

Government Vendors Comment Board – Joyce Bissonette stated there is no participation; maybe there is no longer a need for this Board. She also stated that a new representative is needed for the

Chamber of Commerce – Katy Fike reported that the Mt. Vernon Chamber's activity has slowed down somewhat, but stated that Marvis would be doing a presentation on October 9, 2005. Katy is now a Board Member for the Mt. Vernon Chamber of Commerce.

Sam is taking the lead in coordinating the First Annual Fairfax County's Good Business Citizen Award Ceremony. The substance of the conference will provide critical information to the minority business community and to honor the top Chambers of Commerce in Fairfax County. Joyce reported that possible dates may be September 14, 15, 21, or 22, 2005. She also stated that Omar wanted her to report to the SBC members that he will commit time and resources once duties are identified. Robert inquired as to funding that might be used from the SBC; Marvis reported that the SBC has no budget, but recommended that partnering with Economic Development might be beneficial. Harold suggested a joint venture with the Chambers of Commerce, and Katy recommended partnering with Workforce Planning. Sam will give an update as to the status of this function at the next scheduled meeting, which is March 28, 2005.

Niquelle reported that a breakfast is to be held in April at the Hyatt, which will be sponsored by the Reston Chamber; and Supervisor Hudgins will be attending

New Business:

The updated list for the SBC Expenses covering 7/01/04 through 3/07/05 was given to each member present.

Thomas Kim reported that a job fair will be held on April 20th for entry level positions. There are 75 positions available, and 500 students have already been pre-selected. This would be a good opportunity for small businesses.

Marvis Marshall and George Bright will be doing a presentation at the Women's Business Center, and will send dates to the SBC members.

Thomas Kim read from the Herndon Chamber Newsletter regarding an article on a training grant of \$25,000. He will email article to Marvis.

Adjournment

There being no further business, Katy moved and Joyce seconded that the meeting be adjourned at 8:30. Motion passed.

FAIRFAX COUNTY SMALL BUSINESS COMMISSION

Education & Outreach Committee (EOC)

Meeting Notes

Prepared for March 7, 2005

I. Participating:

Marjorie Castro
Niquelle Cotton
Bob Secundy
Tom Jacobi
Thomas Kim

II. New Proposal for Discussion:

A. Small Business Networking Events: Project Summary

The EOC proposes to structure, plan and implement a regular series of small business networking events to be hosted by the Small Business Commission. The overall aim of these events will be for the SBC will be two-fold: (1) to get a pulse of the issues effecting small business owners and; (2) to establish a regular forum that can develop into a marketing opportunity for the SBC as a whole.

B. The Forum Topics

Working with our local Chambers of Commerce and by also soliciting thoughts from the SBC as a whole, we propose to designate each small business networking event with a particular topic in mind. The designated topics will dictate the organization of a modest panel of speakers to lend advice and guidance on that particular subject of concern. There would be a brief time of Q&A, moderated by an SBC EOC member.

C. The Target Audience

We aim to target small business ranging from those interested in procurement with Fairfax County to the retail local operators. The task of attracting small business could occur through a number of marketing mediums including leveraging our relationships with our Chambers of Commerce and also working with our Supervisors to identify key businesses that would be interested in attending an event.

D. Location and Structure of the Event

Ideally, we would like to host an event at a potential host small business location or within a larger company that would be interesting in networking with small businesses. The format of the events would be:

1. Introduction and welcome by SBC EOC member
2. Introduction of panel and discussion topic
3. Q&A with panel
4. Networking time

If we could find a host that would be willing to sponsor the event including refreshments, that would also be an ideal scenario. Otherwise, we would propose a budget for providing such refreshments and any additional associated costs. Another option would be to have the venue at the Fairfax County Government Center.

E. Overall Goals and Long-Term Outlook

Consistent with our mission and charter, the overall goals of these events would be for the EOC (and the SBC as a whole) to get a better sense “on the ground level” of the real issues that are of concern to small businesses in the County and for us to see if there are common themes and/or needs that we can address either in an SBC meeting or to bring before the Board of Supervisors. The second goal would be to leverage the event to be an opportunity to conduct some light marketing about the SBC, its resources and services. In the longer term, we envision these events to occur on a regular basis and perhaps to attract earned media and press as well.

F. Next Steps

If the EOC’s proposal is agreeable to the SBC as a whole, we would like to begin organizing for our first networking event to occur sometime in late Spring 2005 so that resources are not diverted from concentrating efforts for Small Business Week in April. We would like to designate the topic for the first as “financing” and would begin brainstorming dates, locations, and possible panel of speakers.

III. New Discussion Items:

No new items.

End of Education & Outreach Committee Meeting Notes